Truck & Trailer Werkstatt

crossmedia publishing

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The big annual edition

“Truck & Trailer Werkstatt”

The main topics:

Chassis: Axles, brakes, springs, steering, wheels + tires, filter technology, vehicle parts: OEM/ OE, original equipment manufacturers, aftermarket, online portals, catalogs

Construction and furnishing: Hall, warehouse, floor, gates, shelves

Gas stations:: Planning + construction, gas station equipment

Occupational safety: Clothing, PPE, first aid, fire protection, noise protection, respiratory protection, technical inspection associations

Training courses offered by workshop partners: “Knowledge is power!”

Painting technique: Paints and varnishes, paint booths and drying booths, spray guns

Workshop trends for 2026

Parts trade: Suppliers + Products Alignment technology: Solutions and manufacturers + service providers

Lifting technology: Pit and lifting systems

Commercial vehicle washing systems: Cleaning and care products, high-pressure cleaners, washing textiles, accessories, wastewater treatment, oil separation technology

Trade fairs: Automechanika (September 8–12, 2026)

Publication date:	**17.07.26**
Editorial and advertising deadline:	**30.06.26**
Printing deadline:	**03.07.26**

Print + Digital

Truck & Trailer Werkstatt

The transport and logistics industry is one of the most systemically relevant sectors. Even those outside the industry have been aware of this since the coronavirus pandemic.
This means that in order for pharmacy shelves, supermarkets or petrol stations to sell their important products, the trucks and trailers have to keep rolling - vehicle breakdowns and standstills can have devastating consequences.
can have devastating consequences. Proper maintenance, servicing and repair of lorries and trailers is therefore essential. The professionals in the commercial vehicle workshops are responsible for this. With us, you will always be up to date on what is happening in the world of truck and trailer workshops and service companies. Or, in other words:

We offer you the 'whole world' of workshop professionals.

Print run
20,000 copies

Magazine format
210 mm wide x 280 mm high

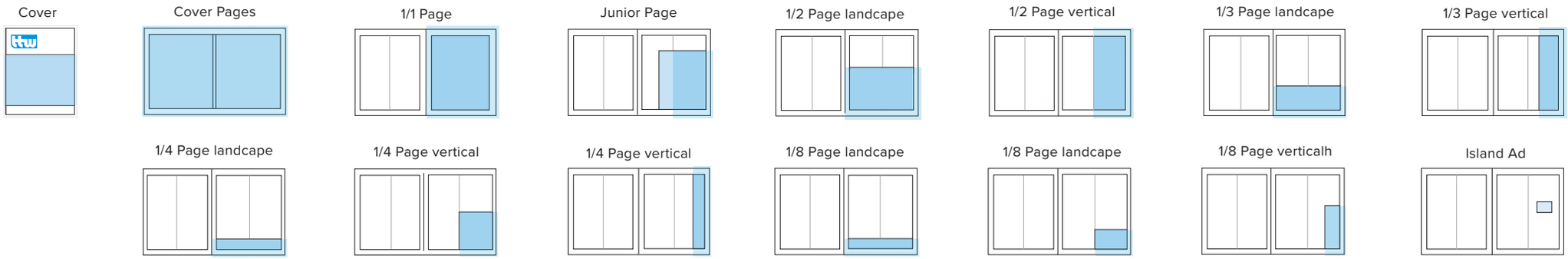
Type area
210 mm wide x 280 mm high
Number of columns 4,
column width 42 mm
Number of columns 3,
column width 58 mm

Painting scale/discounts
5 % as of 3 printings
10 % as of 6 printings
15 % as of 9 printings
20 % as of 12 printings

Quantity scale
5 % 2 pages
10 % 5 pages
15 % 8 pages
20 % 10 pages

* Bleed size + 3 mm trim allowance
** The applicable VAT must be added to all prices..
*** Platzierung Adressaufkleber: von unten 40 mm und von links 20 mm, Größe Adressaufkleber: 85 x 50 mm (B x H)

AD TYPE	TYPE AREA MM	BLEED* MM	PRICES**
Front Page* **		210 x 175	€6,750
Coverpages		210 x 280	€6,300
2/1 page	2 x 185 x 255	420 x 280	€11,900
1/1 page	185 x 255	210 x 280	€5,940
Junior page vertical	138 x 190	148 x 200	€4,230
1/2 landscape	185 x 125	210 x 140	€3,240
1/2 vertical	90 x 255	100 x 280	
1/3 landscape	185 x 85	210 x 100	€2,200
1/3 vertical	60 x 255	70 x 280	
1/4 landscape	185 x 60	210 x 75	€1,500
1/4 vertical	90 x 125	100 x 140	
1/4 vertical	45 x 255	55 x 280	
1/8 landscape	185 x 30	210 x 45	€700
1/8 landscape	90 x 60	100 x 75	
1/8 vertical	45 x 125	55 x 140	
Island advert	58 x 30		€170



Newsletter

FORMAT	PLACEMENT	FORMAT/PX	PRICES
Banner	ttw-Newsletter	570 x 380	300.– € by mailing
Advertorial + 1 Image	ttw-Newsletter	on request	on request

Reach your target group with a weekly newsletter

Stay up to date with the latest news. Our weekly TTW newsletter keeps you informed about the latest news and hot topics from the transport and logistics industry. Exciting reports, in-depth vehicle tests and new model presentations, as well as comprehensive analyses from the world of truck, trailer, and body technology provide weekly insights behind the scenes of the European transport and commercial vehicle sector. Our TTW newsletter reaches decision-makers from freight forwarders, transport companies, and municipal utilities with their own fleets. In other words, it is the ideal platform for your advertising.

** The applicable VAT must be added to all prices.*

Timescale
Term 3 months 5%
Term 6 months 10%
Term 9 months 15%
Term 12 months 20%

FORMAT	PLACEMENT	FORMAT/PX	PRICES*
Slider	Fix on start page not variable	1,120 x 400	€2,200 month
Banner XXL	Start page and all subpages	1,120 x 400	€1,700 month
Banner XL	Start page and all subpages	1.120 x 200	€1,500 month
Banner L	Start page and all subpages	600 x 250	€1,100 month
Banner M	Start page and all subpages	300 x 250	€900 month
Banner S	Start page	300 x 100	€580 month

The classic advertising banner in wide format:
Iour motif can be placed in many places on our website, both on the homepage and on the subpages. The slider format is fixed on the homepage.

Web Adress (URL):

trucktrailerwerkstatt.de
ttwelt.de · truckandtrailerworld.de
trucktrailerwelt.de · trucktrailerwelt.com
trucktrailerworld.de · truckundtrailerwelt.de
truckundtrailerwelt.com

Brief description: Comprehensive daily update Internet offer with news, specialist articles, calendar of events, picture galleries and analyses on special topics from the transport industry

Data delivery: Three working days before placement to stephan.jansen@boenders-publishing.de as GIF (static or animated), JPG, 3rd party JavaScript redirect, HTML5 (only via redirect) with a maximum size of 150 KB (HTML5 subload up to max. 500 KB).

Slider

Banner XXL

Banner XL

Banner L

Banner M

Banner S

Print + Digital

Advertorial PRINT

The content you provide will be edited and published. This ensures a high level of attention thanks to an appealing editorial design and enables the communication goal to be conveyed credibly. This approach represents an alternative to conventional advertising.

Text, images, and logo + “Advertisement” as a note
1/2 page: €3,900 + VAT • 1/1 page: €7,900 + VAT

Advertorial ONLINE

The online advertorial will be published as an editorially prepared article among the current news items on the website www.ttwelt.de.

Standard services:
• Lead image • Company logo • Headline: max. 70 characters • Teaser: max. 400 characters
• Article text: approx. 3,000 characters

Additional services:
• Short info box, e.g., about your company • Up to three highlight quotes • Links to websites or videos • Images with captions for decoration or • Slideshow

Note: This article is marked as an advertisement!

4 weeks: from €1,700 + VAT

Advertorial NEWSLETTER

The newsletter advertorial is published as an editorially prepared article among the latest news in the weekly Truck & Trailer Welt newsletter.

Standard services:
• Lead image • Company logo • Headline: max. 70 characters • Teaser: max. 400 characters
• Article text: approx. 3,000 characters

Note: This article is marked as an advertisement!

Per mailing: €1,000 + VAT

1 PACKAGE PRINT-ADVERTORIAL

A print advertorial is an editorial advertising format designed in the style of a specialist article. It aims to inform the reader and advertise at the same time by adapting to the editorial environment in terms of both appearance and content. Advertorials are always marked as “advertisements.”

2 PACKAGE ONLINE-ADVERTORIAL

The online advertorial appears in a design format similar to an online article.
However, the advertiser has influence over the images and content. Advertorials are always labeled as “advertisements.”

3 PACKAGE WEBSPECIAL

A web special highlights products and services on a customized website presented by Truck & Trailer Welt. The web special functions as a standalone format, presenting an outstanding topic quickly and conspicuously, and is ideal for announcements and links across all digital channels.

4 PACKAGE WHITEPAPER

A white paper presents valuable content in the form of a digital online publication.
The PDF is available for download on the trade magazine's website and uses its reach to acquire potential customers.

Advertorial PACKAGES

1

PRINT ADVERTORIAL	Crossmediaplus	Crossmediabasic
Publikation ttw **Print**	double-page spread	single or half page
PDF for personal use **Online-PDF**	PDF file	PDF file
Publikation as **Online Advertorial**	4 weeks	
Publikation as **Newsletter Advertorial**	4 weeks	2 weeks
4-page digital printing **special edition**	1,500 copies	
	€ 14.900	**1/1 page € 8.900** **1/2 page € 4.450**

2

ONLINE ADVERTORIAL	Digitalplus	Digitalbasic
Online-Advertorial **Home page**	4 weeks	1 week
Publikation as **Newsletter Advertorial**	4 weeks	1 week
Social media placement posting	4 x	2 x
Social media advertising services Promotion	€ 1.000	
Banner placement XXL	4 weeks	2 weeks
	€ 9.900	**€ 3.900**

Digital PACKAGES

3

PACKAGE WEBSPECIAL	Specialplus	Specialbasic
Technical editing: Text + layout Home page	✓	✓
Number of **chapters/length**	max. 8	max. 2
duration	8 weeks	6 weeks
Newsletter placement **Banner**	8 weeks	6 weeks
Social media placement **Posting**	4 x	2 x
	€ 29.900	**€ 18.900**

4

PACKAGE WHITEPAPER	Whitepaperplus	Whitepaperbasic
Technical editing, text + layout **Full Service**	✓	Delivery from the customer
duration **Lead generation**	8 weeks	4 weeks
newsletter placement **TextAd**	8 weeks	4 weeks
Social media placement **Posting**	4 x	2 x
Homepage placement **Banner**	4 x	2 x
	€ 22.900	**€ 14.900**

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